

Dienger, Whitney

Chabot # 66781

From: Jacobs, Sarah
Sent: Friday, October 26, 2012 9:15 AM
To: Dienger, Whitney
Subject: FW: URGENT MGKDS WKRC

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Friday, October 26, 2012 9:12 AM
To: Jacobs, Sarah
Subject: RE: URGENT MGKDS WKRC

GOOD

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Friday, October 26, 2012 9:10 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: URGENT MGKDS WKRC
Importance: High

Chabot: # 66781 ends 10/27

N/A 10/25 6pm at \$650 & 10/26 6pm at \$650.
 MKGD 1x 6pm 10/29 at \$1200 (P2), 1x 5am 10/29 at \$100 (P4)
 5-530A

Mandel bookend :15s

N/A 1x LN Th 10/25 @ \$1100.

Mkgd 1x Big East Sat 10/27 \$750, 1x Andersen 10/29 at \$350 (P2)

Mandel :30s

N/A 1x 10/28 CBS this Morning @ \$450, 1x 10/28 Face the Nation @ \$350.

Mkgd 2x Andersen w/o 10/29 at \$350 each (P2) and 1x 5am News 10/29 @ \$100 (P4).

Mandel Kennedy

N/A 1x 10/25 6pm @ \$650.

Mkgd 430-5pm on 10/29 @ \$650 (P2)

10/26/2012

ORDER



Orders	Order / Rev:	66781
	Alt Order #:	
	Product Desc:	2968
	Estimate:	2968
	Flight Dates:	10/18/12 - 10/29/12
	Original Date / Rev:	10/17/12 / 10/26/12
	Order Type:	GENERAL

Local 12 WKRC-TV
LSM LSM
CVG
Local

Primary AE:
Sales Office:
Sales Region:

Agency	Name:	Strategic Media Placement
	Buying Contact:	
	Billing Contact:	
	7669 Stagers Loop	
	Delaware, OH 43015	

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Chabot for Congress
	Demographic:	HH
	Product Codes:	US Congress
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:10:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	33	\$21,525.00	\$18,296.25
10/29/12	10/29/12	2	\$1,300.00	\$1,105.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$21,525.00	\$18,296.25	0.00
November 2012	2	\$1,300.00	\$1,105.00	0.00
Totals	35	\$22,825.00	\$19,401.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	41%	\$22,825.00
Market	100%	\$55,670.73

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	19%	\$10,577.44
WLWT	20%	\$11,134.15
WSTR	10%	\$5,567.07
WXIX	10%	\$5,567.07

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	10/18/12	10/27/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	11112--	:30	6	\$325.00	P-3	0.00	NM	8	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/15/12	10/21/12	--12--	3	\$325.00	0.00								
		Week: 10/22/12	10/28/12	11111--	5	\$325.00	0.00								
N 2	WKRC	10/18/12	10/27/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	11111--	:30	5	\$325.00	P-3	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/15/12	10/21/12	---1---	1	\$325.00	0.00								
		Week: 10/22/12	10/28/12	-1-1---	2	\$325.00	0.00								
N 3	WKRC	10/20/12	10/27/12	6a-8a Local 12 News SaCM	CM	7:00 AM-8:00 AM	-----1-	:30	1	\$150.00	P-3	0.00	NM	2	\$300.00

